

TO: ROUS' 1110 1210 1310 1610 1710 1810 2110 2210 2310 2910 6710
6910

ACCOUNT NAME - RITE AID
01-00

CHAIN I. D. #0110-00-00/0110-

DIRECT ACCOUNT

0110-02-00

SIS #

PROGRAM PROMOTION	PM DEFENSE PROGRAM - BUY-DOWN
STORES INVOLVED	ALL STORES
TIMING	WEEK OF 12/16/96 - 1/12/97
PROGRAM DETAILS	RITE AID WILL BE RUNNING A BUY-DOWN ON ALL WINSTON & WINSTON SELECT STYLES .20¢ PK/\$2.00 CTN.
BRANDS INVOLVED	ALL WINSTON STYLES ALL WINSTON SELECT STYLES
RETAIL REP ACTION NEEDED	PLEASE ENSURE A WINDOW PASTER, SHELF TALKER, STARBURST PRICER IS PLACED. TEMPORARY DISPLAY TO BE PLACED ON BACKBAR.
DIRECT ACCOUNT ACCOUNTABILITY	3 PIECES OF POS WILL BE SENT OUT FROM THE WAREHOUSES TO EACH STORE. AN EXTRA WEEK OF PRODUCT WILL BE SHIPPED TO THE STORES.
CHAIN ACCOUNTABILITY	THE STORE WILL PLACE THE 3 PIECES OF SIGNAGE.
ROU RESPONSIBILITY (ORDERING/SHIPMENTS)	N/A
POQET REPORTING	N/A
POS/Location	PLACE PASTER AT WINDOW
Program Sold by (RJR);	C. E. MOSER VM #46437
Program authorized by:	JOHN DENNISTON
Authorization Letter:	
Contact for Problems	RJR: Chain:
MISCELLANEOUS /	PAYMENT WILL BE MADE AT HEADQUATERS.

Sales Retail

1221 _____ 1222 20, 21, 22, 23, 25, 26

1222 _____ 1223 21, 23, 25, 26, 27, 28, 29, 30

1223 _____ 1224 24, 25, 26, 27, 28, 29

1224 1, 2, 6 1229 _____

1225 _____ ROM

1226 _____ PC SC

1229 _____ MC PA

1240 _____

1244 _____ RSM RBM

51850 5374